

WE
ARE
CELEBRATING



Nov. 29th to Dec. 4th
Electrical Prosperity Week



COME
CELEBRATE
WITH US



ELECTRIFY RICHMOND



IS YOUR
HOUSE
WIRED
FOR
ELECTRICITY?

Every Large City in the United States is this week celebrating "Electrical Prosperity Week." Notice that word "Prosperity." That is the key-note of the movement. Prosperity brings comfort, convenience, safety, cleanliness, cheerfulness, healthfulness and happiness. Electricity is for all, as it has become a necessity, and has ceased to be merely a luxury.

READ THE PROGRAM BELOW, which has been arranged by the Richmond Committees for the Richmond celebration. We are celebrating—celebrate with us to your profit.

During the week visit one or more Electrical Dealers. See the Electrical Display. Read the advertisements and see the Big Prosperity Trades Parade next Thursday night.

MAKE THIS AN ELECTRICAL CHRISTMAS AND DO YOUR SHOPPING EARLY

HAVE YOUR
HOUSE
WIRED FOR
ELECTRICITY
AT ONCE

Virginia Railway & Power Co.

THE SOURCE OF
RICHMOND'S
Power Heat Light
Phone, Madison 3400. Seventh and Franklin Sts.

M. A. PEMBERTON
Electrical Contractor
ELECTRICAL CONSTRUCTION—MOTOR REPAIRING.
DEALERS IN
MAZDA LAMPS, FIXTURES, MOTORS AND EVERYTHING ELECTRICAL.

HOUSE WIRING. ELECTRIC SIGNS.
J. F. STRINGER
Electrical Contractor
100 North Eighth Street.
PHONE MADISON 587
REPAIRING. POLE LINE CONSTRUCTION.

BEFORE HAVING YOUR HOUSE WIRED CONSULT
ENGELBERG & BEAR
Electrical Contractors
FIXTURES AND SUPPLIES.
MAZDA LAMPS.
No. 116 N. Eighth Street. Phone Randolph 3636

Southern Nickel Works
ELECTRICAL CONTRACTORS
ELECTRO PLATERS
We do oxidizing, silver, nickel, brass and copper plating; all colors of bronze; refinish and remodel chandeliers and refinish brass beds.
We wire houses and install fixtures, and do all kinds of electrical work.
1307 WEST MAIN STREET

Williams & Essig
Repairing
Electric Machinery
a Specialty
Randolph 5119. 1208 East Franklin St.
PHONE MADISON 4894.

L. R. WARINNER
Electrical Contractor
RESIDENCE WIRING AND SUNBEAM
MAZDA LAMPS A SPECIALTY.
UNION LABOR ONLY.

WINSTON ELECTRIC CONSTRUCTION CO.
ELECTRICAL CONTRACTORS.
ELECTRIC FIXTURES
MAZDA LAMPS
Phone, Madison 323. 12 N. Seventh St.
PHONE MADISON 5409-J.

P. P. POLLARD
Electrical Contractor
HOUSE WIRING AND REPAIR WORK A
SPECIALTY.
300 Virginia Avenue - - - Highland Park

F. N. STEIGLEDER & CO.
Electrical
Contractors
PHONE RANDOLPH 2168.
418 East Main St. - - - Richmond, Va.

The Program

ADVERTISING NEWSPAPERS, STREET CARS, BILL
BOARDS, BOOKLETS, ETC.

The thrifty housewife of Richmond will find much of interest in reading and studying the varied advertisements of things Electrical that will be presented by the merchants this week.

Get the central thought—have your house wired, and "Do It Electrically."
Any of the firms mentioned on this page will gladly give you detailed information as to the cost of wiring your house, or, as to the many labor-saving Electrical Devices with their wonderful advantages—lighting, heating, cooking, sewing, washing, ironing, cleaning etc.—a willing servant responding instantly to a "twitch of a switch" or a "touch of a button."

ELECTRICAL DISPLAY AT THE MANUFACTURER'S EXHIBIT

A comprehensive display and practical demonstration of Electrical Devices is installed on the fourth floor of the Richmond Manufacturers' Exhibit, in the Chamber of Commerce Building, Sixth and Main Streets. The Electrical Display is open daily from 9 A. M. to 9 P. M., and is FREE to the public.

If your house is wired you will find many modern and inexpensive appliances that will be most interesting, and if your house is not wired a visit will convince you of the desirability of having this important matter attended to at once.

100 Electrical Devices Will Be Given
Free to Visitors

PRIZE CONTEST

FOR ALL SCHOOL CHILDREN

10 Valuable Prizes

Consisting of Electrical Appliances for Home Use, will be given for the Best and Most Neatly Written Essays on the subject:

"Modern Use of Electricity"

WINDOW DISPLAYS IN PROMINENT BUSINESS HOUSES

Don't pass the store windows without looking at the displays of Electrical Appliances. A number of our most prominent merchants have generously devoted their show windows to the Electrical Prosperity Week Committee for this purpose, some of them not being in the electrical line. Look for the Electrical Presents which will be given to visitors to the Electrical Display at the Manufacturers' Exhibit. They are designated by a special card.

Prosperity Trades Parade THURSDAY, DEC. 2d,
AT 7:30 P. M.

The Big Prosperity Trades Parade will be the spectacular event of the week's celebration. Scores of beautiful and brilliant floats and advertising designs entered by business organizations, merchants, the municipality and the U. S. Signal Corps; enlivened by the music of the Va. Ry. & Power Y. M. C. A. Brass Band, two Kesslich Bands and the Boy Scouts Drum Corps, the whole brilliantly illuminated by Greek fire, carried by 100 electrical workers in showy costumes—will present a pageant that will be well worth seeing by the thousands who will assemble along the line of march.

The parade will form on Fifth, Fourth, Third and Second Streets with head resting on Franklin Street, and will move westward on Franklin Street from Fifth at 7:30 P. M. Sharp. THE LINE OF MARCH IS:

From Fifth and Franklin west to Lee Statue, around west side of statue; south on Allen Avenue to Grove Avenue; east on Grove Avenue and Park Avenue to Laurel Street; north on Laurel Street to Franklin Street; east on Franklin Street to Belvidere Street; North on Belvidere St. to Broad St.; east on Broad St. to Sixth—Disband.

Have Your House Wired DIMINISH DRUDGERY INCREASE COMFORT

Rain or shine, hot or cold, Electricity is a servant that will add to your comfort, safety, convenience and economy every hour of the day and every day of the year—the cost of having your house wired and the cost of operation will be gladly estimated by any of the electrical firms named on this page.

Electricity Is Your Friend. Make Its Acquaintance.

Tower-Binford Electric and Manufacturing Co.
DISTRIBUTORS OF
Electrical Apparatus and Supplies
No. 5 Governor St. Phone, Madison 999.

J. C. NEWLON
Electrical Contractor and
Practical Wireman
PHONE, RANDOLPH 2325.
1808 Maryland Ave., Highland Park, Richmond, Va.

Gilman & Vaden
Electrical
Contractors
PHONE RANDOLPH 4050.
1203 W. Main St. - - - Richmond, Va.

MORRIS HUNTER
Electrical Fixtures
and Contractor
113 North Eighth. Madison 7832

R. R. Cosby Electric and Machine Co.
1705 E. Broad St. Phone, Madison 5300.
Fine Electric and
Combination Fixtures
Let Us Figure on Your Wiring and Motor Work.

PHONES, MAD. 4876, RAN. 5828 (NIGHT)
A. L. Pucket & Co.
Electrical Contractors
Installing and repairing Motors a Specialty
12 South Seventh Street.

Western Electric Company
Sixth and Cary Streets

There Is a
Western Electric
Appliance for Every
Electrical Need

GODSEY & FRY

718 E. CARY STREET.
Repairers of
Electrical Machinery
PHONE, MADISON 4060.

PHONE, MADISON 800

W. F. MAHONEY

Electrical Contractors
Mantels, Tiles, Fireplace Trimmings, Sanitary
Plumbing, Lighting Fixtures.
523 E. Main Street - - - Richmond, Va.

John H. Latham
Electrical
Contractor

Dealer in Electric and Combination Fixtures.
1009 Hull Street. Phone, Madison 5058.

W. H. JENKS

Electrical
Contractor
ELECTRICAL FIXTURES AND SUPPLIES.
621 E. Main St. Phone, Madison 338.

Edgar M. Andrews

Electrical
Contractor
ELECTRICAL FIXTURES AND SUPPLIES.
15 North Twelfth St. Phone, Madison 4012.

Lyons & Williams

Electrical
Contractors
439 W. Main St. Phone, Randolph 6066.

J. E. CAUDLE

Electrical
Contractor
316 North Third St. Madison 5308.

TRESNON & JENNINGS

Electrical
Contractors
16 North Seventh St. Phone, Madison 4505.

W. B. Catlett Electric Co.

RICHMOND, VA.
525 E. Main St. Phone, Randolph 636.
We Make a Specialty of Wiring Your Home
and Furnishing Lighting Fixtures

IS YOUR HOUSE
WIRED FOR
ELECTRICITY?

"DO IT ELECTRICALLY"

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